



Commercial Airplanes

Wake-Up Call

Digital PR Summit
Social Media Landscape

#digitalpr

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SOCIAL MEDIA EXPLAINED

TWITTER	I'M EATING A #DONUT
FACEBOOK	I LIKE DONUTS
FOUR SQUARE	THIS IS WHERE I EAT DONUTS
INSTAGRAM	HERE'S A VINTAGE PHOTO OF MY DONUT
YOU TUBE	HERE I AM EATING A DONUT
LINKED IN	MY SKILLS INCLUDE DONUT EATING
PINTEREST	HERE'S A DONUT RECIPE
LAST FM	NOW LISTENING TO "DONUTS"
G+	I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.

2013 Incredible Year – Full of ups and downs



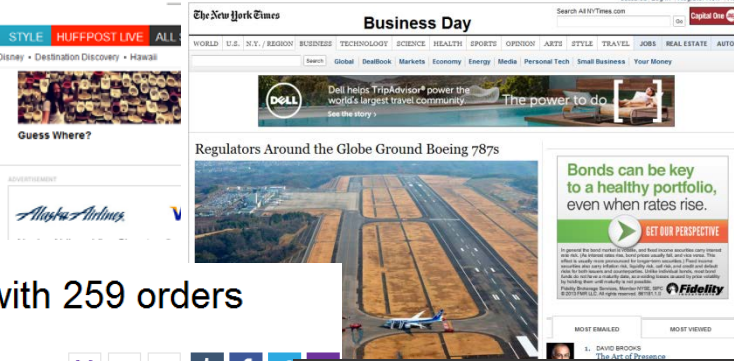
Boeing launches new 777 with 259 orders

REUTERS November 17, 2013 3:32 AM

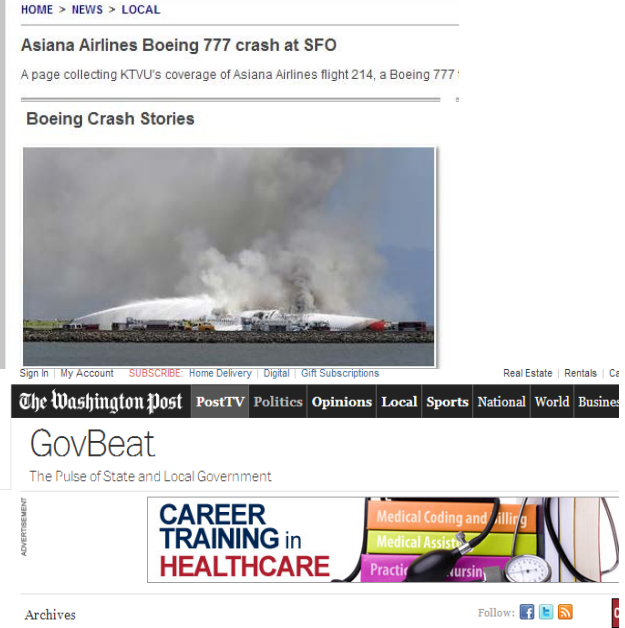
DUBAI (Reuters) - Boeing launched a long-awaited new version of its 777 long-haul jet with 259 orders from four airlines at the Dubai Airshow on Sunday.

Boeing Chairman James McNerney said the order, based on commitments worth some \$100 billion at list prices, was the largest combined order in the company's history.

The deal includes orders for 150 of the aircraft from Dubai's Emirates, 50 from Qatar Airways and 25 announced earlier by



Boeing Chairman James McNerney (l) shows



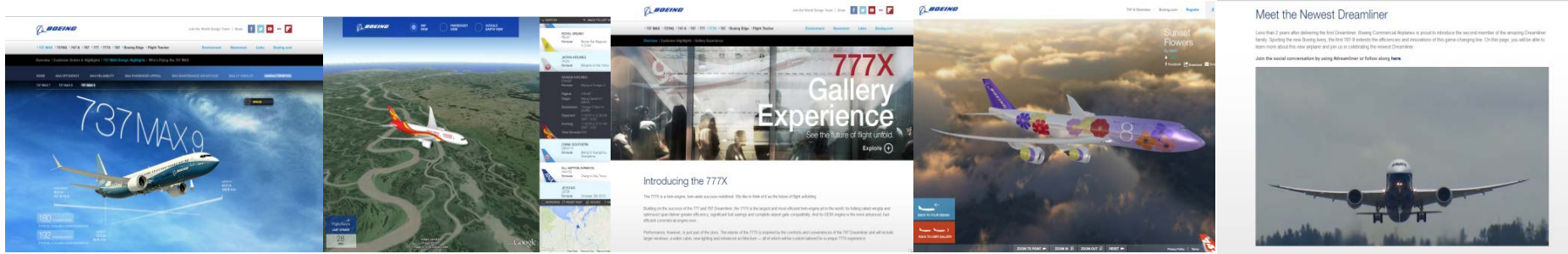
Boeing machinists agree to 777X contract on narrow vote



Over 70%

BCA Digital Strategy Mission

To inform, educate, engage and facilitate advocacy by creating audience-centric content.



Boeing Digital Ecosystem

Boeing.com

Commercial Defense & Space Careers International

7.1 Million Monthly Page Views on Average

Newairplane.com

1.6 Million Monthly Page Views on Average

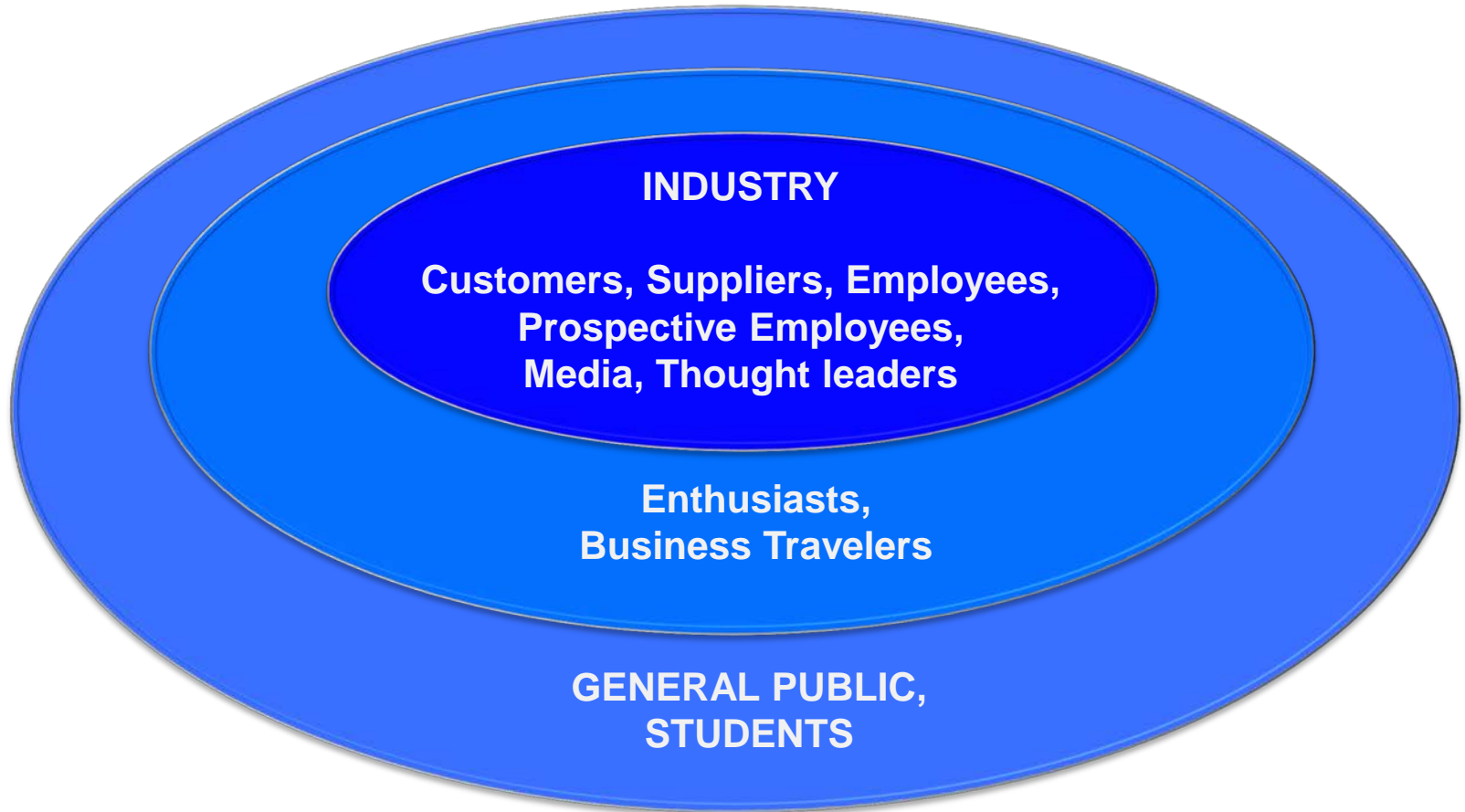
Social Media

650,000 285,000 92,000 80,000 1,100 photos 265,000

External Blogs

500K Monthly Page Views on Average

Target Audiences

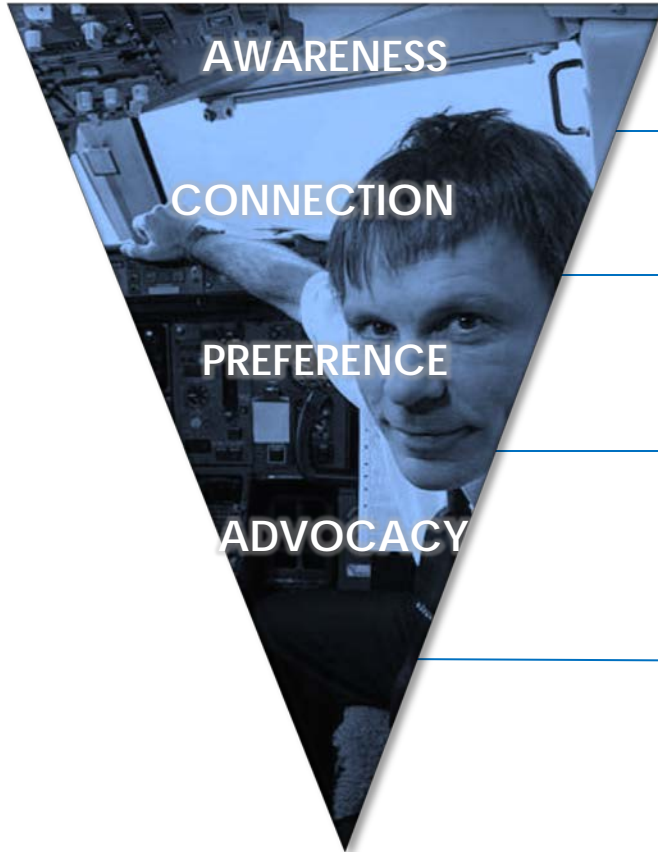


Building Advocacy Online

Goals

Execution

Success Measurements



AWARENESS

CONNECTION

PREFERENCE

ADVOCACY

- Effective use of marketing channels
- Search Engine Optimization
- Integrated campaigns

- Audience-centric content
- Influencer identification
- Listening & monitoring topics

- Engaging content
- Join the conversation (shares, comments)
- Sentiment and brand perception

- Social engagement
- Exclusive content
- Calls to action
- Direct sales support
- Customers using content

Page Views, Site Traffic,
Referring Traffic

Time on Site, Top
Content, New Visitors

Return Visitors
Share of Voice

Sentiment Analysis
Earned Media,
Sharing
Actions Taken

Strategic Process

@boeingairplanes
#digitalpr



We are at our best when:

Fully aligned across the enterprise – The lines are blurred

Ensuring that whatever we are doing it is aligned to the business goals

Telling our story ourselves

Providing digital content only we can provide

Content that is tailored to the audience and deliverable, shareable and measurable across our digital channels

Thank You

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